

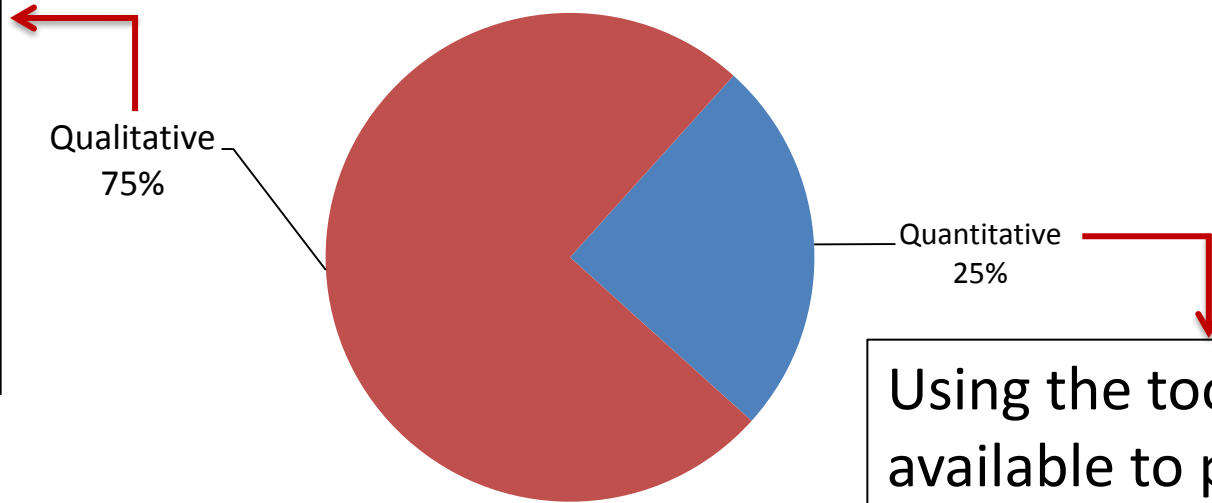
Social Media Reporting

2/6/2013

Social Media Reporting

Reviewing data and writing actionable insights that advance client goals

Social Media Research



Using the tools available to produce graphics that illustrate the data



Social Media Reporting

What do you know about your client and their overall business?

What are the questions you're trying to answer with this report?

What is the best way to go answering the questions being asked?

Who is receiving the report?



Social Media Reporting

What do you know about your client and their overall business?

Understanding the larger picture can help you provide context to the data.



Social Media Reporting

What are the questions you're trying to answer with this report?

Make sure the questions you're trying to answer are clear to you because there's nothing worse than doing hours of work to hear, "That's all great but what we asked you to do was X."



Social Media Reporting

What is the best way to go answering the questions being asked?

What are the data sources you can use?
How should the report be structured?
What graphics will best tell the story?



Social Media Reporting

Who is receiving the report?

It's important to get a sense of the audience that will be receiving the report so that the content can be framed in a way that will resonate



Social Media Reporting



Simply Measured

radian⁶
social media monitoring

bitly

QVISIBLE

salesforce
marketing cloud



Features | Plans and Pricing | Blog | Resources

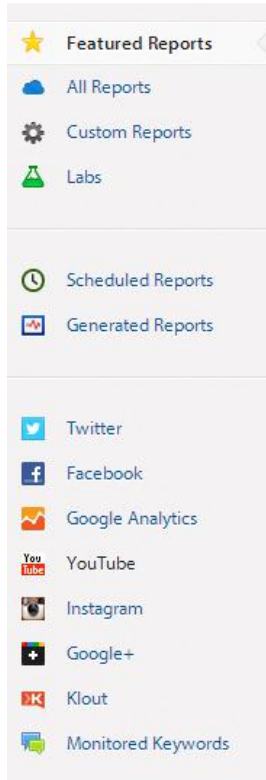
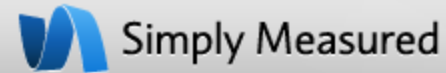
Social Media Management

sysomos
MAP

sysomos
HEARTBEAT



Social Media Reporting



Social Media Reporting



Upload from Excel



Download to Excel



Export to PowerPoint



Twitter Engagement Megaphone

What started it?

2,060 Tweets Sent by @jetblue

66.5 Tweets Per Day

How many unique people engaged with your tweet?

5,071

Unique People
People that interacted with you on Twitter

1.6
Interactions Per Person

How many times did these people engage?

8,200

Total Engagement
Organic mentions, @Replies, and Retweets

2,629
Avg. Followers Per Person Engaging

How many people could have seen these Tweets?

13,329,576

Potential Reach
Combined followers of people tweeting about your brand (5/6/12 to 6/5/12)

6.1
Impressions Per Person Reached

How many impressions could have been generated?

81,362,264

Potential Impressions
Potential times served in all followers' feeds

What happened?

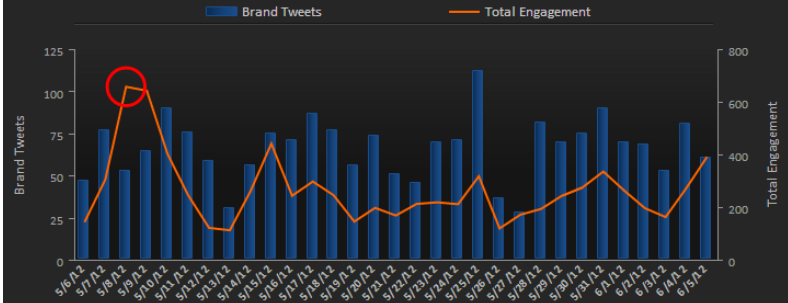
81,858

bit.ly Clicks

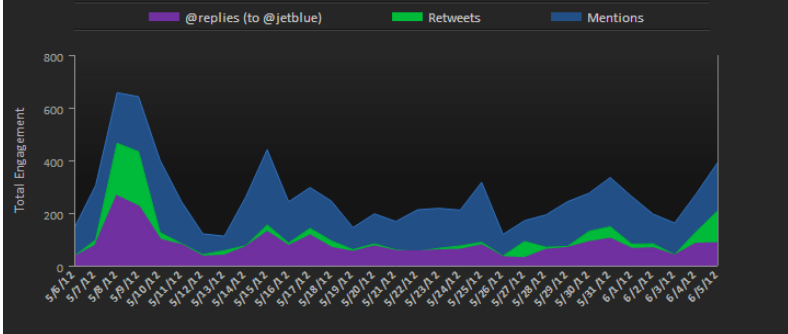
1,769

Followers Added

Brand Tweets and Engagement



Engagement Breakdown

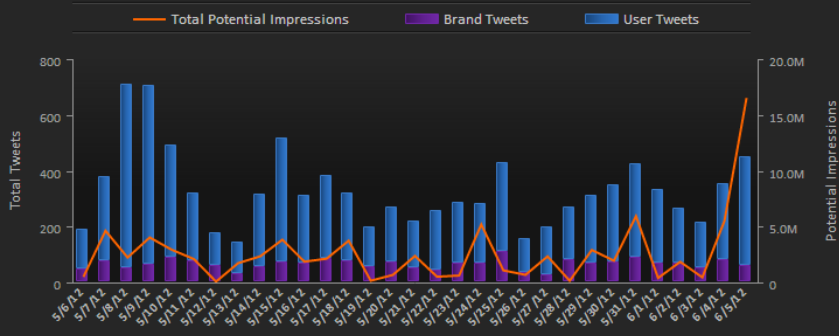


Social Media Reporting

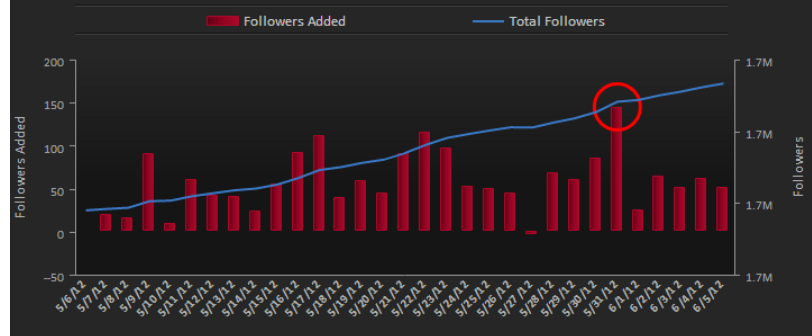


Simply Measured

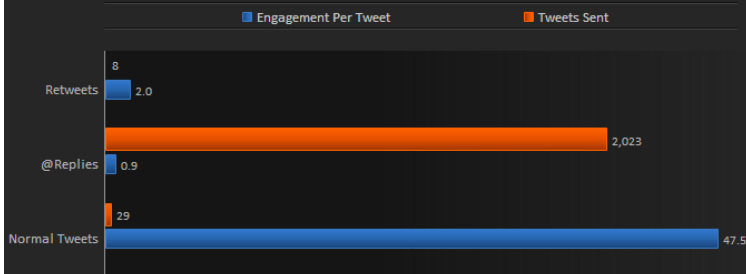
Potential Impressions Analysis



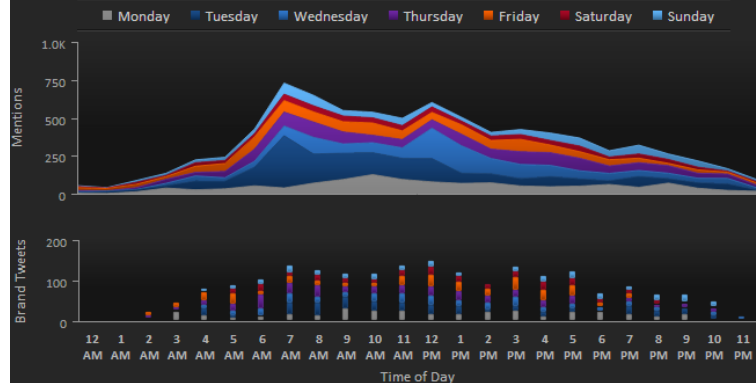
Total Account Followers



Brand Tweets by Type



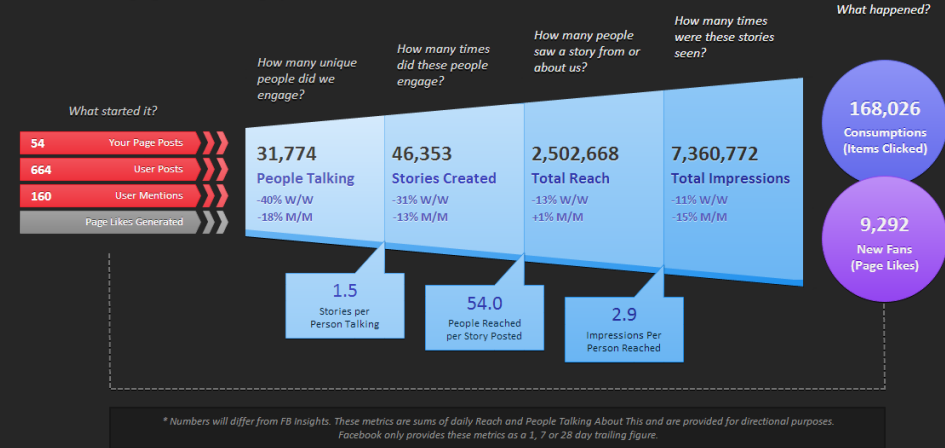
Mentions and Brand Tweets by Day and Time



Social Media Reporting



Facebook Engagement Megaphone



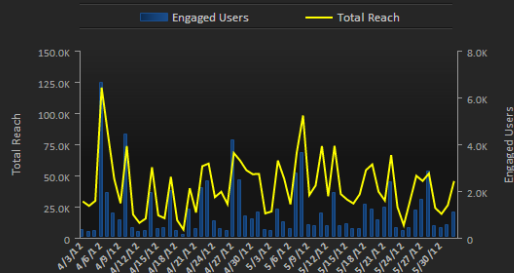
Top Posts

Top posts sorted by **Comments**

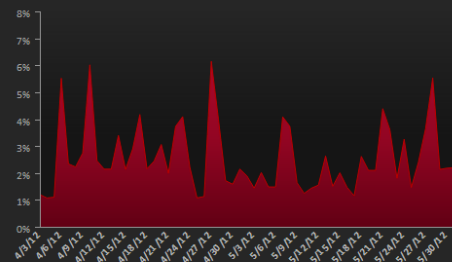
Warning! You have more than 500 posts. Sorting may take a few minutes.

Post Content	Virality	Comments	Likes	Shares	Clicks (bit.ly)	Total Reach
Curabitur consectetur rhoncus nulla non volutpat. Nulla ultricies gravida facilisis. Nullam pharetra ornare erat, non vulputate magna vulputate ut. Praesent convallis adipiscing magna eget aliquet. Donec tincidunt ligula ac velit fermentum placerat d	0.85%	6,063	2,975	128	0	605,183
Nullam aliquam semper diam, in malesuada enim sollicitudin ullamcorper. Cras est nunc, tincidunt sit amet sollicitudin vel, iaculis ac lectus. In congue aliquam neque, eu facilisis odio aliquet ut. Integer eu risus neque. Integer a purus nisi, et int	1.76%	1,918	1,530	227	0	148,928

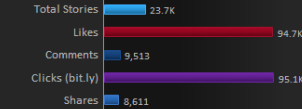
Total Reach & Engaged Users



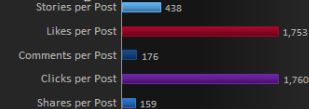
Engaged Users as a % of Total Reach



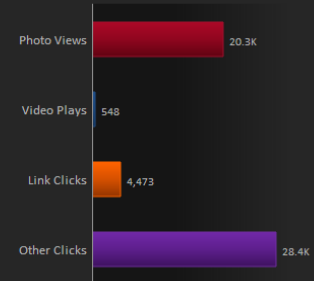
Engagement Details



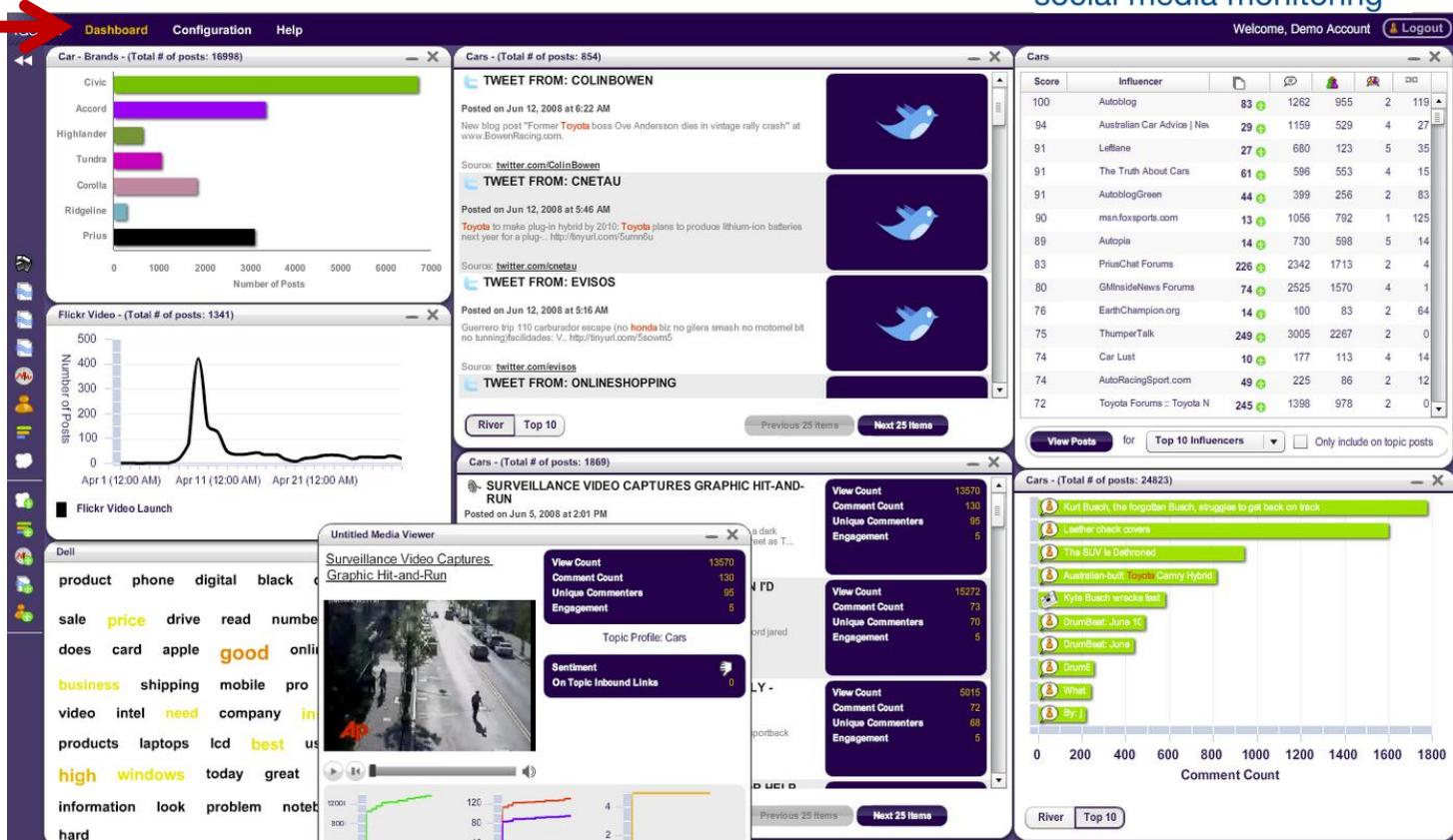
Averages Per Post



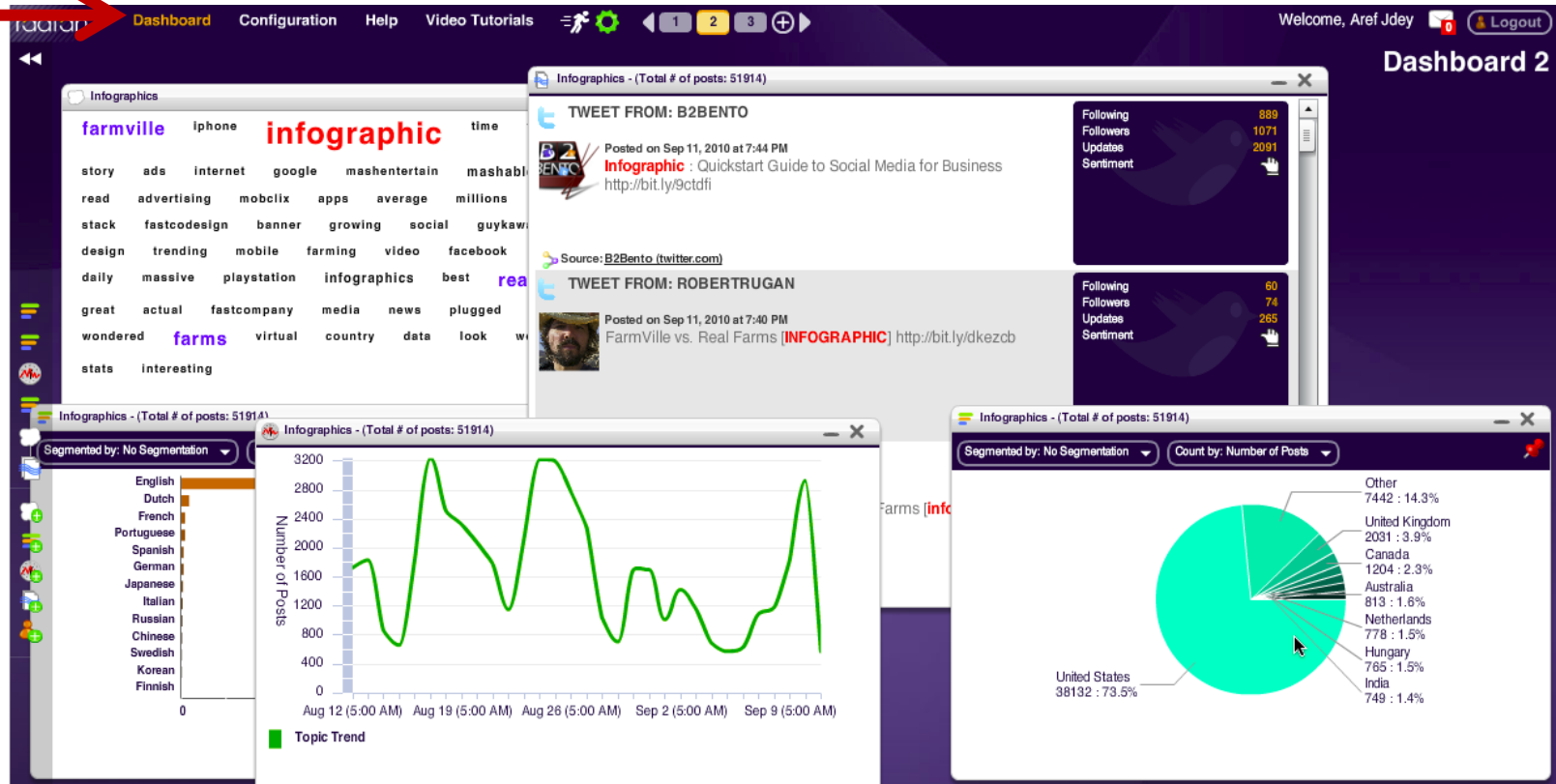
Consumption Totals



Social Media Reporting



Social Media Reporting



Social Media Reporting



Dashboard

Configuration

Insights Manager

Help

Topic Profiles

Account Details

Projects

Source Filters

Alerts

Topic Profile Manager

The Topic Profile Manager allows you to review existing Topic Profiles or create new by selecting 'Add Estimated Monthly Volume (EMV) usage and limits for your overall client as per your purchased editi

Topic Profile ID: 43773

Topic Profile Name:

Topic Profile Owner:

Visibility:

Created Date: 05/28/2009

Days of Historical Data: 1381

Estimated Monthly Volume: 18,800

Status: Active

Insights:

PO# or Billing/Client Code:

Languages: ☐ Include All ☐ Filter By Language

Available Languages:

Selected Languages:

Media Types: ☐ Include All ☐ Filter By Media Type

☒ Twitter ☒ Facebook ☐ Comments ☐ Mainstream News ☐ Blogs ☐ Forums
☐ MySpace ☐ Images ☐ Buy/Sell ☐ Aggregator ☐ Forum Replies
☐ Videos

Keywords and Keyword Groups

☐ Simple ☒ Advanced features

Choose / Create Keyword Group:

Choose a Group Type:

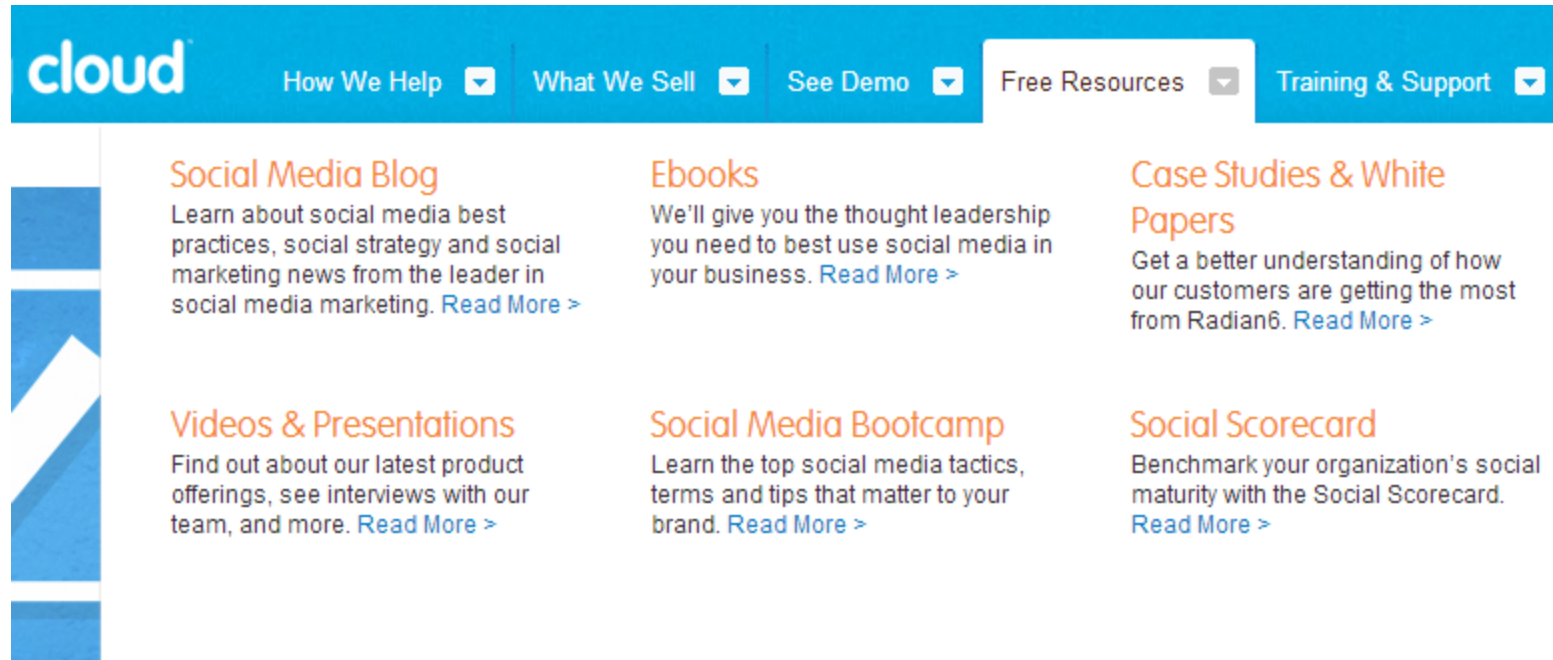
Include content that **CONTAINS** any of the following keywords:

AND CONTAINS any of the following keywords:

Ensure content **DOES NOT CONTAIN** any of the following keywords:



Social Media Reporting



The screenshot displays the 'cloud' section of the Radian6 website. A blue navigation bar at the top contains the 'cloud' logo and five menu items: 'How We Help', 'What We Sell', 'See Demo', 'Free Resources', and 'Training & Support', each with a dropdown arrow. Below the navigation bar, a vertical sidebar on the left features a blue and white geometric design. The main content area is organized into a 2x3 grid of resource cards. Each card has a title in orange, a brief description in black, and a 'Read More >' link in blue.

Resource Category	Description	Link
Social Media Blog	Learn about social media best practices, social strategy and social marketing news from the leader in social media marketing.	Read More >
Ebooks	We'll give you the thought leadership you need to best use social media in your business.	Read More >
Case Studies & White Papers	Get a better understanding of how our customers are getting the most from Radian6.	Read More >
Videos & Presentations	Find out about our latest product offerings, see interviews with our team, and more.	Read More >
Social Media Bootcamp	Learn the top social media tactics, terms and tips that matter to your brand.	Read More >
Social Scorecard	Benchmark your organization's social maturity with the Social Scorecard.	Read More >



Social Media Reporting



Social Media Activity

253

Total Mentions

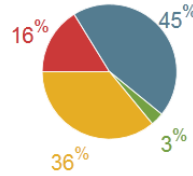
Overall Mentions

16% 41
Blogs

3% 8
Forums

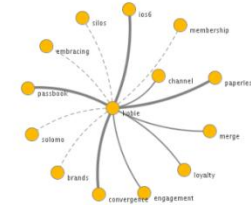
45% 113
Twitter

36% 91
News



BuzzGraph

Blogs



WordCloud

Blogs

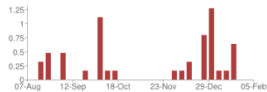


Blogs

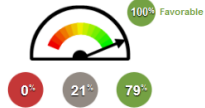
41

Mentions

Blog Post Mentions



Sentiment



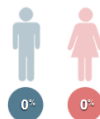
Top Countries

USA	50.0%
Canada	12.5%
Netherlands	12.5%
Australia	12.5%
Finland	12.5%

Geography



By Gender



By Age



Tweets

113

Mentions

0.6

Tweets / day

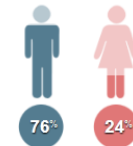
0.03

Tweets / hour

Tweet Mentions



By Gender



Top Countries

USA	83.1%
other	6.9%
Canada	5.6%
UK	4.4%



Social Media Reporting



Twitter

Tweets

Most Authoritative

Most Retweeted

Top Sources

Reach

Popularity

BuzzGraph

Word Cloud

Hashtags

Entities

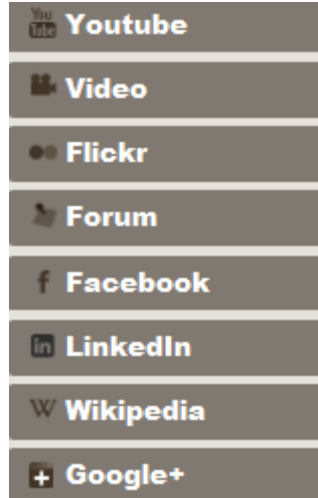
Geo Search



Demographics



User Details



Compare Users



Sentiment Summary







 [ShaunMarker](#) I just ousted [@therealjasomb](#) as the mayor of Banyan Branch on [@foursquare](#) ! <http://t.co/keXuzmNK>
18-Oct-2012 11:31 AM 

 [postah](#) [@allisonmilton](#) Hey!! I'm working at Banyan Branch. How're things??
17-Oct-2012 19:21 PM 

 [blogsir](#) How To Make Twitter Backgrounds for the New <http://t.co/HouPSexh> | Social Media Agency | Banyan Branch: <http://t.co/q6Tg6kOu>
16-Oct-2012 19:21 PM 

 [megcarpen](#) RT [@jcroft](#) Banyan Branch here in Seattle is looking for a developer: <http://t.co/kM64ug39>
08-Oct-2012 15:03 PM 

 [jcroft](#) Banyan Branch here in Seattle is looking for a developer: <http://t.co/kM64ug39>
08-Oct-2012 15:00 PM 

 [johnhcook](#) RT [@geekwire](#) Job of the Day: Banyan Branch is looking for a back-end developer <http://t.co/0LrozAjk> GW Job Board: <http://t.co/AqbnJ5hT>
05-Oct-2012 15:50 PM 



Social Media Reporting



Modify Query | **Saved SearchSets**

Enter New Query

"Banyan Branch"

Use boolean syntax ☒ [clear query](#)

[Apply - Analyze Now](#)

Tip: [try boolean query constructor](#)

+ Add Filter ▼

- ☐ Timeline
- ☐ Demographics
- ☐ Sub Keywords
- ☐ BlogSet
- ☐ Language
- ☐ Domain

from to [save](#) [remove filter](#)

[last 3 days](#) [week](#) [30 days](#) [January](#) [90 days](#) [six months](#) [last year](#)

Country [Add Country](#)

Province **City**

Age to **Gender**

[save](#) [remove filter](#)

Language [Add Language](#)

[save](#) [remove filter](#)



Social Media Reporting

radian⁶
social media monitoring

Export Report

Format: **HTML**

Number of Items: **HTML**

Export Method: **XML Summary**

Include Workflow: **XML Detailed**

PDF

CSV

Email: ☐

Download Cancel

sysomos MAP

CSV Export

Export results: **1 to 20**

Include sentiment: **1 to 20**

download csv

1 to 20
1 to 50
1 to 100
1 to 250
1 to 500
Random sample of size 3000
Random sample of size 5000



Data Sampling

If in 2010 there were 137,263 registered voters a statistically relevant sample for a survey was 1,824 people for 99% +/-3 accuracy.

Determine Sample Size

Confidence Level: ☒ 95% ☐ 99%

Confidence Interval:

Population:

Sample size needed:

Find Confidence Interval

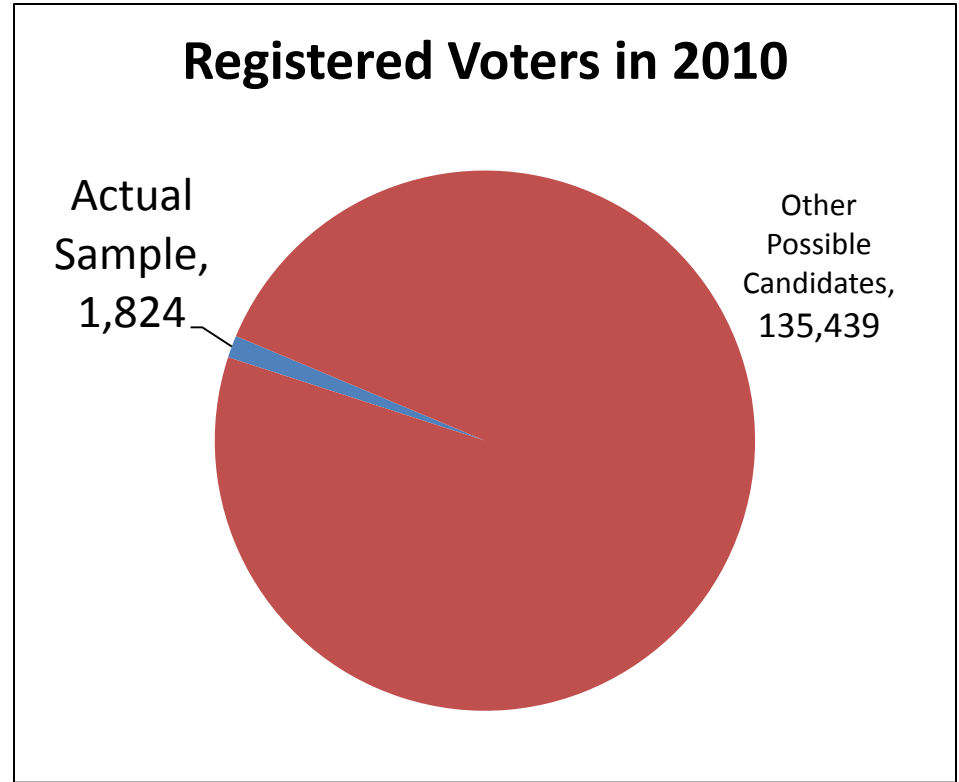
Confidence Level: ☒ 95% ☐ 99%

Sample Size:

Population:

Percentage:

Confidence Interval:



Reporting

There's typically a series of things the client wants to look at and by now you should be able to rank them in terms of importance so where do you start:

MOST IMPORTANT



least important

OR

MOST VOLUME



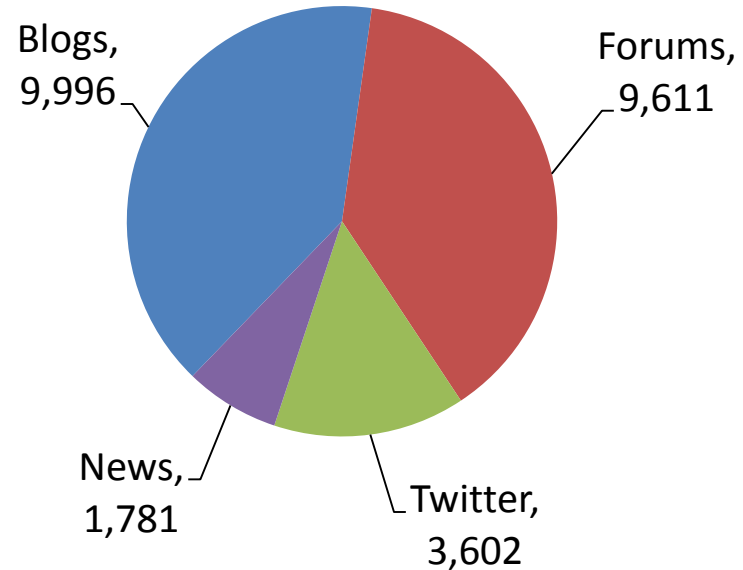
least volume



Channel Analysis

Looking at which channels the data is coming from can help you prioritize where to focus because of what we know about each of these channels

Media Type Example



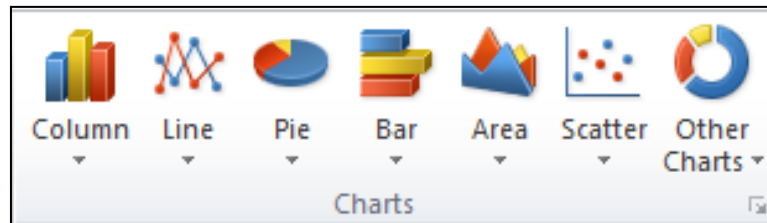
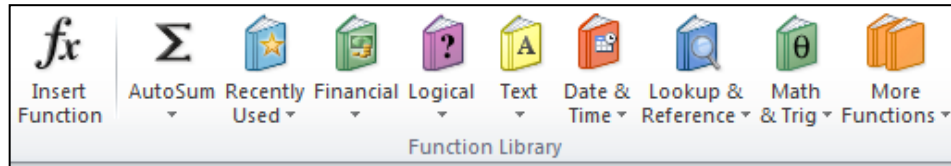
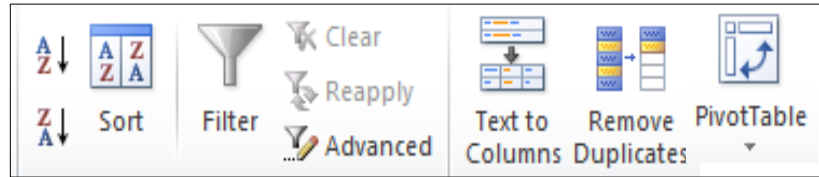
Data Sampling

- Blogs: Longer content and the source of a lot of junk because of SEO and Affiliate campaigns
- Forums: Easy to identify affinity groups and real exchanges
- Twitter: Easy to read, always evolving and while there's ads there's also a lot of real people
- News: We do social media research so unless a client is really interested a cursory review is fine
- Others: Taken case-by-case



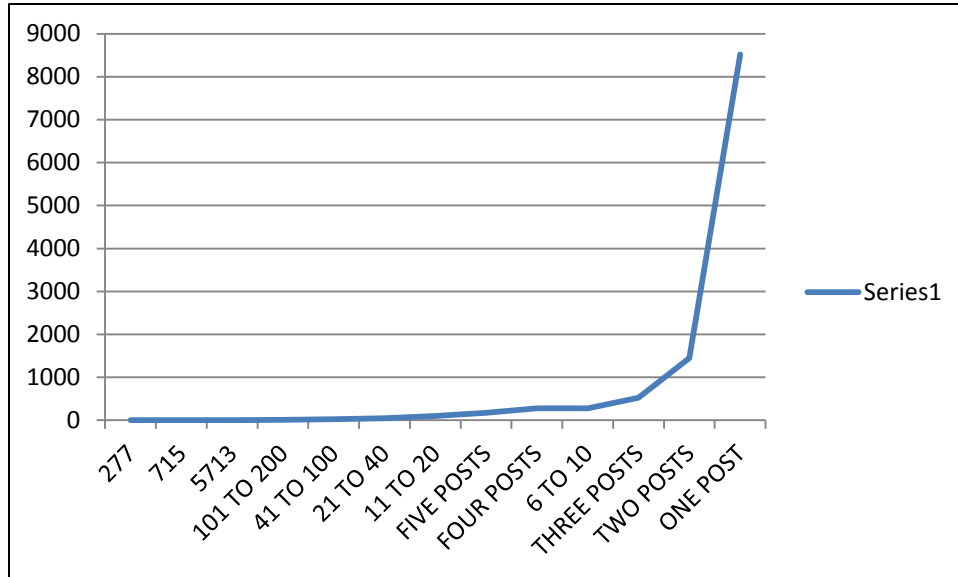
Data Sampling

Because of these



Data Sampling

We know there's going to be junk data in our sample and you're not going to get rid of all of it because of the long tail:



- In a sample of 11,411 sites from a report data set 75% had one post
- It would take a long time to go through all of these and we know from experience that junk owns the long tail



Data Sampling

You may sacrifice a gem but you'll save a lot of time by not looking at all the junk.

shopgala.com	1
shopping.buddhameditation.net	1
shopping.buddha-quote.org	1
shopping.buddhateachings.net	1
shopping.buddhism-beliefs.org	1
shopping.buddhismdharma.net	1
shopping.buddhism-for-beginners.org	1
shopping.buddhistmeditationretreats.net	1
shopping.freebuddhistbooks.org	1
shopping.goodwanday.com	1
shopping.how-to-meditation.net	1
shopping.meditations-for-beginners.org	1
shopping.multisiteblognetworks.org	1
shopping.multisitenetworks.org	1
shopping.sinkadee.net	1
shopping.sukjaidee.com	1
shopping.vktechhost.com	1
shopping.whatisbuddhism.net	1
shopping.wowreadyweb.com	1
shopping.wowreadyweb.net	1
shopusaireland.blogspot.com	1
shortaday.wordpress.com	1
shortcuttoleisure.com	1
shortsalesblueprint.com	1
shoutautomation.com	1

adelarubio.com	1
adenverguide.com	1
admharvestcelebration.org	1
ador-a-bull.blogspot.com	1
adozeneggs.com	1
adpr225.wordpress.com	1
adsforearth.wordpress.com	1
adtoday.blogspot.com	1
adultflashgames.biz	1
adunofitu.wordpress.com	1
advantage-expo.com	1
adveganture.wordpress.com	1
adventures-in-country-living.blogspot.com	1
adventuresinpickystomachs.wordpress.com	1
adventuresinpraha.wordpress.com	1
adventuresoflizz.wordpress.com	1
adventuresuncharted.wordpress.com	1
adventuretouae.wordpress.com	1
advocatusatheist.blogspot.com	1
aellensroundleafbat.wordpress.com	1
aereal.org	1
aeshnayemenensis.wordpress.com	1
aestheticamagazine.blogspot.com	1
aestheticthought21.wordpress.com	1

